

Tom Caiger

Experience

Midweight Designer – Moving Brands

June 2023 – Present

Previously Junior Designer – Sept 2021 – May 2023

- Bringing fresh and interesting ideas to the table with confidence.
- Introducing and pushing new programs for motion and 3D into the studio to widen experience and keep ideation techniques fresh and exciting.
- Presenting entire presentations to clients, including creative direction presentations and entire guidelines presentations.
- Seeing branding projects through from initial territories to artworking and guidelining.
- Supporting all aspects of the business, from Business Development through to the main creative outputs.
- Pushing and developing the work culture by inviting other creatives to do talks, and promoting our internal monthly playlist.

Junior Designer – Sparks Studio

January 2020 – September 2021

- Working as part of a team with other designers to create engaging and print layouts with unique themes and graphic devices for each spread.
- Creating work that leads to long-lasting relationships between designer and client.
- Creating exciting brands for charities and non-profit organisations as a means to boost their presence.
- Creating content for social media channels.
- Supporting senior designers and bringing my own ideas to the table.

Design Intern – Winkreative

September 2019 – December 2021

- Responsible for the upkeep, maintenance and refresh of AirCanada's magazines enRoute and NAVI.
- Writing photography briefs and retouching briefs for enRoute monthly segments.
- Creative support, liaising with printers, producing and supplying print-ready artwork for internal presentations and client meetings.

Education

BA (hons) – University of Hertfordshire (1st class)

September 2015 – May 2019

Key Skills

A traditionally trained 2D graphic designer, with an eager curiosity for learning new programs, my skillset has widened considerably while working full-time at Moving Brands. My skillset has developed to being primarily brand focussed, with some competent knowledge in 3D and motion.

Software Skills

Proficient in Adobe Creative Suite, most notably Illustrator, Photoshop and InDesign. Good knowledge 3D design tool Spline, competent knowledge of Cavalry motion, proficient with Figma. Currently tinkering with/learning motion tool TouchDesigner, and 3D tool Blender.

Selected clients

Armillar
BBC
BrightDrop
Cambridge University
Core42
EgonZehnder
Eppo
Exness
Facebook
HCA
NextPatient
The Gym Group
Vanta

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